

## PROCESSOR-BASED SHOPPING CART

### Abstract of the Disclosure

A wireless retail customer intranet may be established within a retail facility using shopping carts. Customers  
5 may use personal digital assistants mounted on the shopping carts with wireless transceivers to communicate with a server operated by the retail facility visited by the customers. The server may provide communications to the customers based on the customer's current location or  
10 otherwise. In addition, the customers may use the store-based intranet to communicate with other customers. Those communications may be in the form of text or audio messages in some cases. Through the use of the wireless digital shopping cart, greater interactivity between store  
15 operators and retail customers may be achieved.